Basics
Style Guide

Version 3.0 – November 2007

Allianz

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1.2 What characterizes us

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1 The brand

1.1 Who we are
1.2 What characterizes us

Who we are

Founded as an insurance company in Germany in 1890, Allianz is one of the world's largest **financial service providers** today. Our expertise lies in the areas of insurance, asset management and banking.

How can we be so good at so many different things? We rely on our strong family of brands.

We are a large corporation, with subsidiaries and regional partners around the globe. Together, we pool our different areas of expertise to best serve our customers. Our Allianz flagship brand is the "center of gravity" of our group of brands, focusing on insurance and asset management.

In some regions, we rely on our joint ventures with regional partners to serve our customers. In other countries, the Allianz Group is represented by strong local players – individual corporate brands who are experts in their respective fields.

Despite the different ways in which people recognize us, every member of our group of brands shares the same corporate commitment and shows visually the relationship to Allianz.

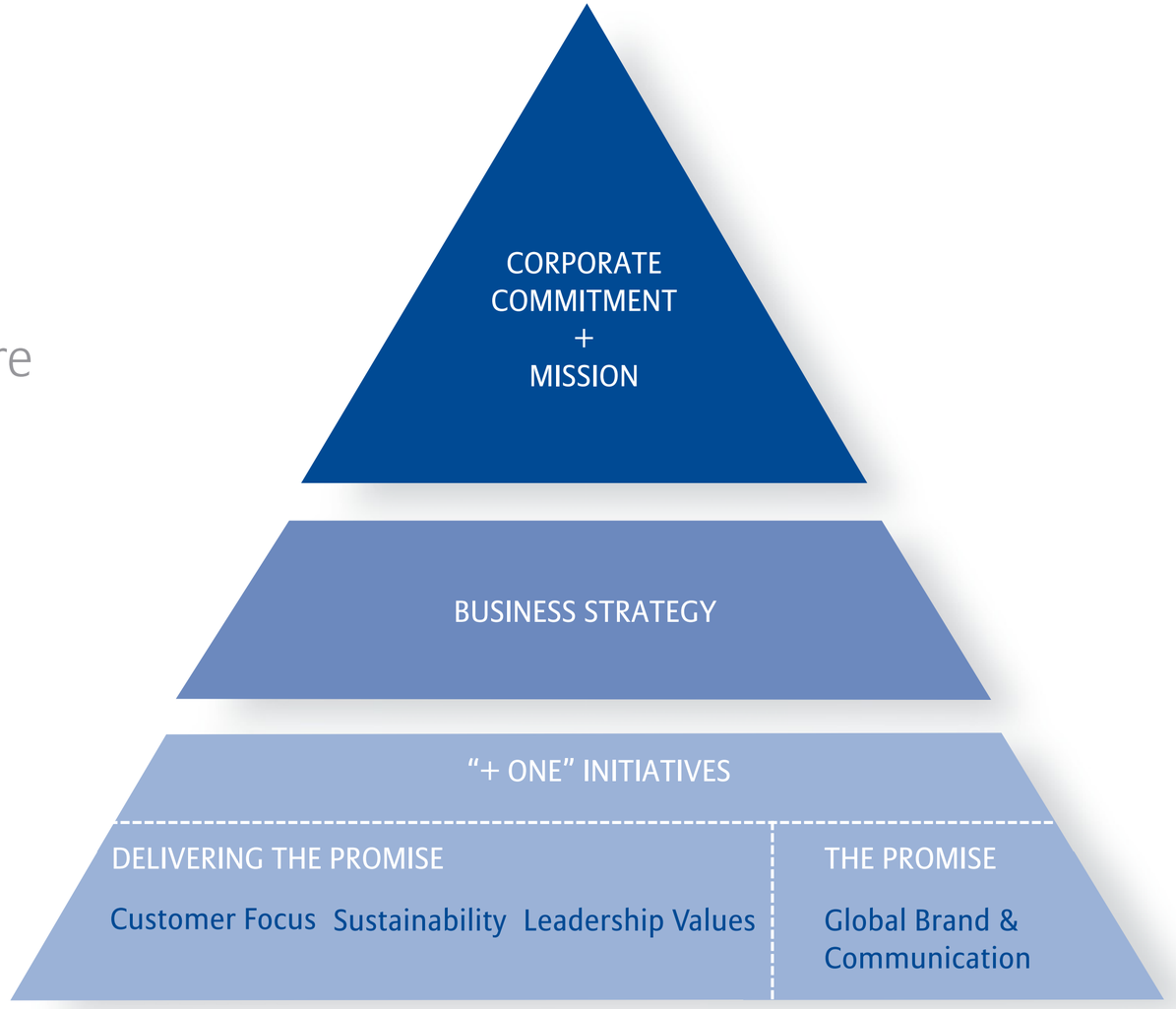
Allianz Group brand architecture

Our corporate commitment:
We are trusted to deliver in **moments of truth.**

Our expertise has made it possible for us to achieve success for our customers time and time again. We need to channel our efforts at every level to ensure that we can keep our promises each and every day. This is how we can give our customers true peace of mind – as a partner known for their **integrity, confidence** and **honesty.**

Fulfilling our corporate commitment – by reflecting key initiatives – will lead to dedicated and committed employees, a convinced financial community and confident customers.

The essence of all this is our shared belief in our brand core.



What characterizes us

The brand core that unites our entire group of brands is **trust.**

Thanks to decades of success in the financial services sector, Allianz has become an **icon of trust.** We have been partner to our customers around the world, providing them with protection and helping them to achieve their financial goals.

This is captured in our **promise** to our customers:

"With Allianz you will feel confident. Thanks to the support of your personal advisor who enables you to take the best decisions for you that prove Allianz's value in moments of truth. And who is there for you whenever you need him."

We have taken this promise and our brand core trust to define our winning personality. It helps us bring the Allianz brand to life.

Our personality

We are competitive. As a powerful provider of financial and insurance services, we are ambitious in our search to find ways to better serve our customers. In the process, we never forget that they are the real judge of our performance. People choose Allianz because of our passion for excellence. Our clients know: We only make promises that we can keep.

We are committed. We know our customers. By being responsive to them and listening to their needs and aspirations, we can create innovative products and services to make their lives easier. Our solution-driven approach helps us to establish long-lasting relationships with our clients to support them every step of the way. We are an understanding and strong partner dedicated to our customers' success.

We are competent. With locations in many countries, we are at home all over the world. We are a world-wise global player and an experienced local partner. The work we have done over the years enables us to approach new ideas with acquired wisdom. We respect diversity, and never stop learning from the different cultures around us. This unique perspective enables us to develop original and outstanding ideas.

In our family of brands, **trust** is the basis for everything we say and do. While members of our family have their own unique personalities and identities, we share the same design framework that makes us recognizable as a group of reliable partners.

This design framework is based on the idea of **unity in diversity.** Even though all of our brands use the same design elements, it is possible for each of us to express our distinctive personalities.

ELVIA VERSICHERUNGEN + LEBEN

Fireman's Fund®

Dresdner Bank Die Beraterbank

Allianz

Allianz RAS

Allianz Global Investors

AGF

2 The design

2.1 Our modular design principle
2.2 Basic elements

Why do we need a unique corporate design?

There's more to corporate design than meets the eye.
It involves much more than just making a company look good.

A unique look and feel helps to set a company apart from its competitors. It provides people with orientation. It also enables people to develop an emotional connection, making the company more accessible and less anonymous.

Corporate design also establishes a favorable and lasting image of the brand in the mind of the customer. This association promotes brand recognition and tells the customer what they can expect. It benefits the **awareness, reputation and image** of the company.

In the end, effectively implemented corporate design results in strong visual equity, which leads to **positive brand equity.**

Top 20 brand values on the EURO STOXX 50

Corporation	Ranking 2007	Ranking 2006	Brand value in million €
ING Groep	1	1	35,083
Unilever	2	2	30,753
ENI	3	3	29,441
BNP Paribas	4	4	27,578
Nokia	5	5	26,289
Allianz	6	8	23,921
France Telecom	7	7	23,420
Deutsche Telekom	8	6	22,685
BCO Santander	9	11	22,273
Total	10	10	20,905
DaimlerChrysler	11	9	19,699
Deutsche Bank	12	14	19,575
AXA	13	15	19,146
Renault	14	12	18,339
BBVA	15	16	18,326
Carrefour	16	13	17,534
ABN Amro	17	17	17,384
Telefonica	18	20	17,277
Société Générale	19	19	17,169
Telecom Italia	20	18	17,111

Brand Equity Evaluation System, BBDO Consulting,
Prof. Dr. Bernd W.Wirtz, Düsseldorf, Juni 2007

Our look

We need a clear and simple look to effectively communicate our unique personality. Only in this way can we create an image of visible **trust.**

We have developed a modular design principle that reflects our idea of unity in diversity. Our visual identity is based on three distinctive elements that create a consistent look while allowing us to express our individual personalities.

The **image** involves the customer.
It reflects moments in their everyday lives.

The **content box** informs the customer.
It makes our messages easy to recognize and remember.

The **logo box** reassures the customer.
It is the icon of trust for our customers.

Image

Product name
Lorem ipsum dolor
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.
Company identification or **claim**

Content box

Logo box

Product name
Lorem ipsum dolor
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.
Company identification or **claim**
Allianz

Example of how identity elements work together

Our modular design principle

The interplay of these design elements creates a look for our brand that people recognize instantly. Each design element has its own unique function. A few simple rules govern how each one is used.

The image is all-encompassing.

It can extend across entire formats. It should visualize the world of our customers in a vivid and authentic way.

The content box is flexible.

Its dimensions may vary. It can also be positioned in a variety of ways within the layout.

The logo box is consistent.

Its dimensions and content never change. It is always positioned in a defined relationship to the content box.

Product name
Lorem ipsum dolor
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.
Company identification or claim
Allianz

Brochure

Suspendisse massa felis
Ut in purus malesuada dui Product name. Donec faucibus. Aliquam nunc turpis, pharetra sed, ultrices eget, vestibulum sed quam. Sed quis neques.
Claim
Allianz

Print advertising

Visual poster

2.2 Basic elements

2.2.1 The logo
2.2.2 The content box
2.2.3 The imagery
2.2.4 The typeface
2.2.5 The language style
2.2.6 The grid
2.2.7 The colors
2.2.8 Diagrams and tables

The logo
Our trademark

The Allianz logo always stood for our values and our identity.
People around the world recognize this unique and distinctive symbol.

Wherever our brand may be: **Our logo is perceived as an icon of trust.**

The logo
Our trademark

The Allianz logo consists of the **wordmark Allianz** and the **Allianz picture mark.**
These elements must **always** be used **together.** Never use the picture mark or wordmark on its own. The combination of these two elements makes Allianz recognizable everywhere around the world.

As a global player, Allianz also relies on its large family of subsidiaries, regional companies and partners. In some cases, the Allianz logo is combined with the wordmark of local partners.

Allianz flagship logo

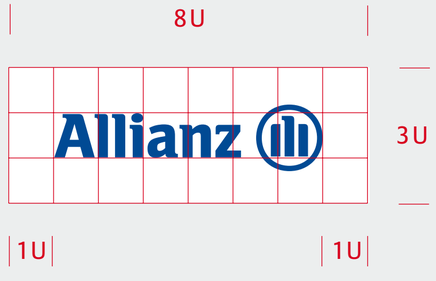
Allianz RAS double-branding

The logo

The logo box: Proportion and logo positioning

Specific proportions have been defined for the Allianz logo boxes. There are four fixed size versions available. The most common is 8 x 3 units for the Allianz logo, the Allianz logo with descriptor and short double-branding logos. The version with 6 x 3 units is used for short Allianz company logos, e.g. AGF. Logo boxes with proportions of 10 x 3 units or 12 x 3 units respectively are used for long Allianz double-branding logos.

Allianz logo:
Fixed proportion of 8 x 3 units

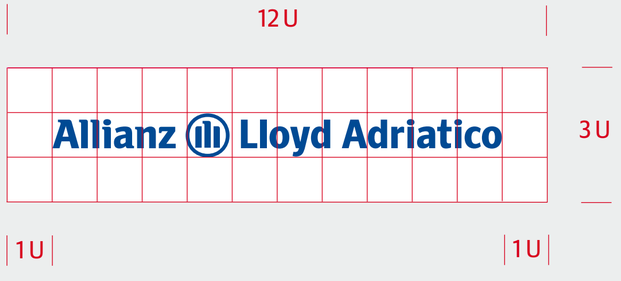


Logo centered vertically

Allianz logo with descriptor
(e. g. division or country code):
Fixed proportion of 8 x 3 units

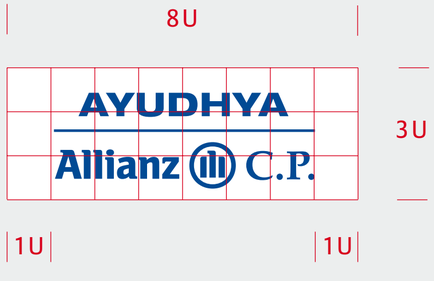
Logo centered vertically

Long Allianz double-branding logo:
The maximum proportions of the logo box are 12 x 3 units. Logo boxes with proportions of 10 x 3 units may be used for smaller logos.



Logo centered vertically

Short Allianz double-branding logo:
Proportion of 8 x 3 units



Logo centered vertically

The content box

Our way of providing information

Content boxes are featured in all our communication. They capture the attention of the viewer or reader. At the same time, they communicate essential information – whether in the form of headlines or interesting details. Our content boxes are a distinctive and recognizable element of our brand identity, which is why they appear in our corporate color blue. Even though they are used for text, they **accent** our communication much like images.

Product name
Lorem ipsum dolor
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.
Company identification or claim
Allianz

Allianz: Subject line

Content boxes provide a quick overview of the topic and make information easy to understand.

Allianz: Subject line
In ut magna. Quisque pulvinar dolor nisl curabitur.
Allianz: Subject line
"Phasellus nunc eros convale sil eget varius quis rutrum id, vel neque tum ut."

The imagery
Our emotional side

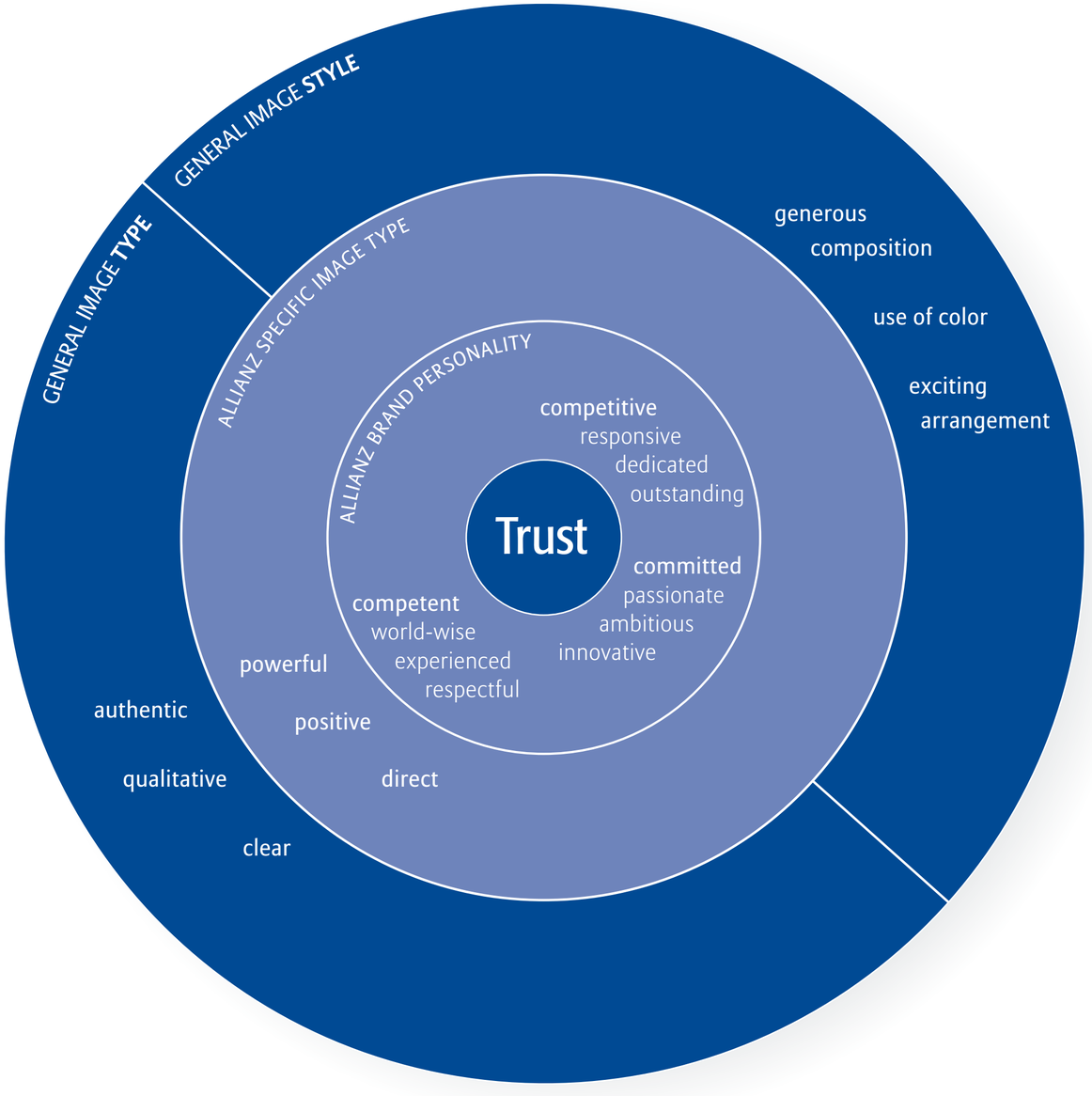
Our imagery visualizes the world of our customers – their needs, expectations and desires. We capture authentic moments that are part in people's everyday lives. Our imagery helps us win their **trust.**

The imagery
Image style and image type

Trust is the core value of Allianz. We have derived imagery that allows us to clearly express this value. The **image style**[1)] and **image type**[2)] help us bring our personality to life.

We have defined a common image style shared by all brands. This is expressed by a **generous composition, characteristic use of color and exciting arrangements.**

The common image type is characterized by **authenticity, quality and clarity.** Additional image type attributes reflect the individual brand personalities of each member of our group. The qualities that specifically define the image type of the Allianz flagship brand are **powerful, positive and direct.**



1) The image style refers to the formal aspects of the photography, including coloration and composition.

2) The image type details the qualitative aspects of the visuals we use, the stories we tell and the motifs we select.

Image style and image type

IMAGE STYLE

- Exciting arrangement
- Generous composition
- Use of color

IMAGE TYPE

GENERAL IMAGE TYPE

- Authentic
- Qualitative
- Clear

SPECIFIC IMAGE TYPE

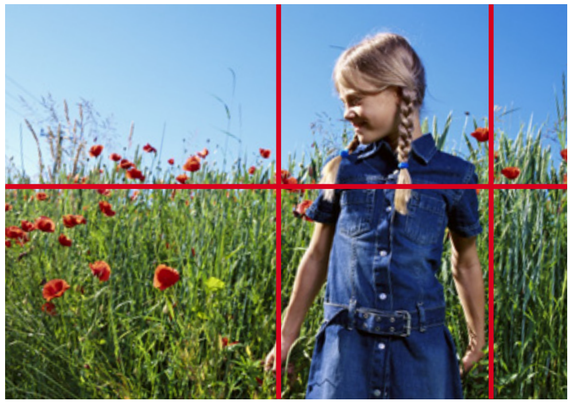
- Powerful
- Positive
- Direct

The imagery
Image style

Exciting arrangement

- Unique perspective and level of detail
- Focus on main character / object
- Unusual point of view

- No focus on background
- No boring perspectives
- Not too flat



Generous composition

- Image is divided into a few large areas
- Main character / object in the foreground

- No highly complex motifs
- No high detail photographs
- No fragments

Use of color

- Individual color code (Allianz = blue)
- Focus on a few main colors

- No desaturated images

The imagery
Image type

GENERAL IMAGE TYPE

Authentic

- Natural environment
- Natural characters and objects
- Natural action
- Theme-related accessories
- No studio look
- No high-end models or trendy makeup
- No posing, not staged
- Neither too high class / expensive nor low quality / cheap

Qualitative

- Choice of motif, high-quality photography
- Choice of light, well-illuminated characters
- No snapshots, no stock images
- Not too dramatic, not artificial

Clear

- Sharp
- Vivid colors
- Motif supports the communication
- No blurring, not fuzzy
- Colors that are not too uniform

SPECIFIC IMAGE TYPE

Powerful

- Self-confident, active, dynamic characters
- Intense colors used over large areas
- High contrast

Positive

- Pleasant characters and positive situations
- Positive, friendly color code
- Life-loving activities (passion)
- No dark colors
- No accidents, no commentary

Direct

- Motif supports the message and tells a story
- No self-important or indirect communication
- No banal scenes or misleading text / picture concept

The imagery

Different images for different target groups

We use different motifs for our various target groups.
Our **business-to-consumer communication** depicts personal customer situations and details from everyday life in bold colors. Images within our **business-to-business communication** show moments in the working lives of professionals, but in more reserved colors.

Character

Still

Environment

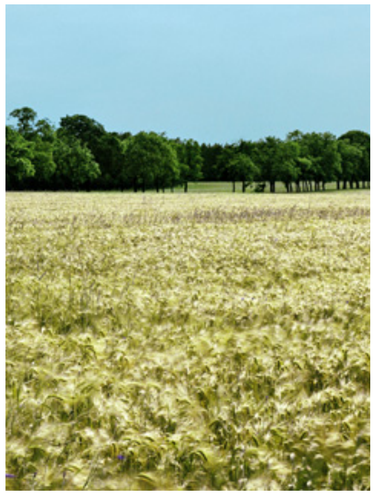
Business-to-consumer communication

Business-to-business communication

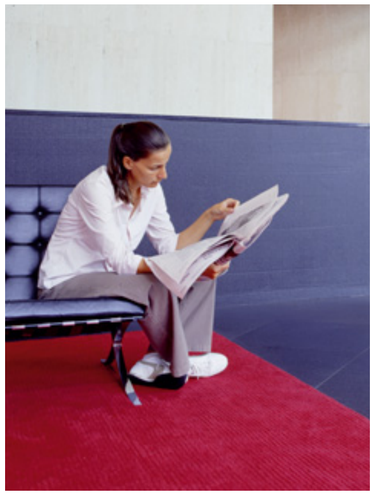
The imagery
Motif spectrum

Allianz uses different levels of detail. Each brand should have a spectrum of images with perspectives ranging from “far away” to “close up”.

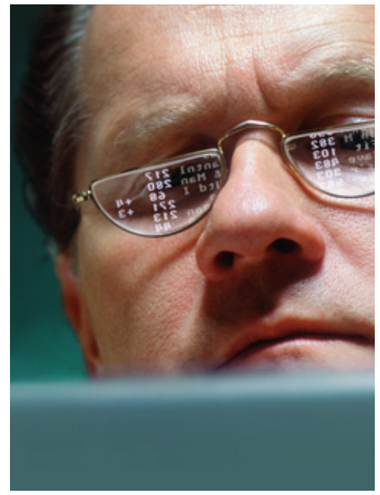
Motif “far away”



Motif “mid range”

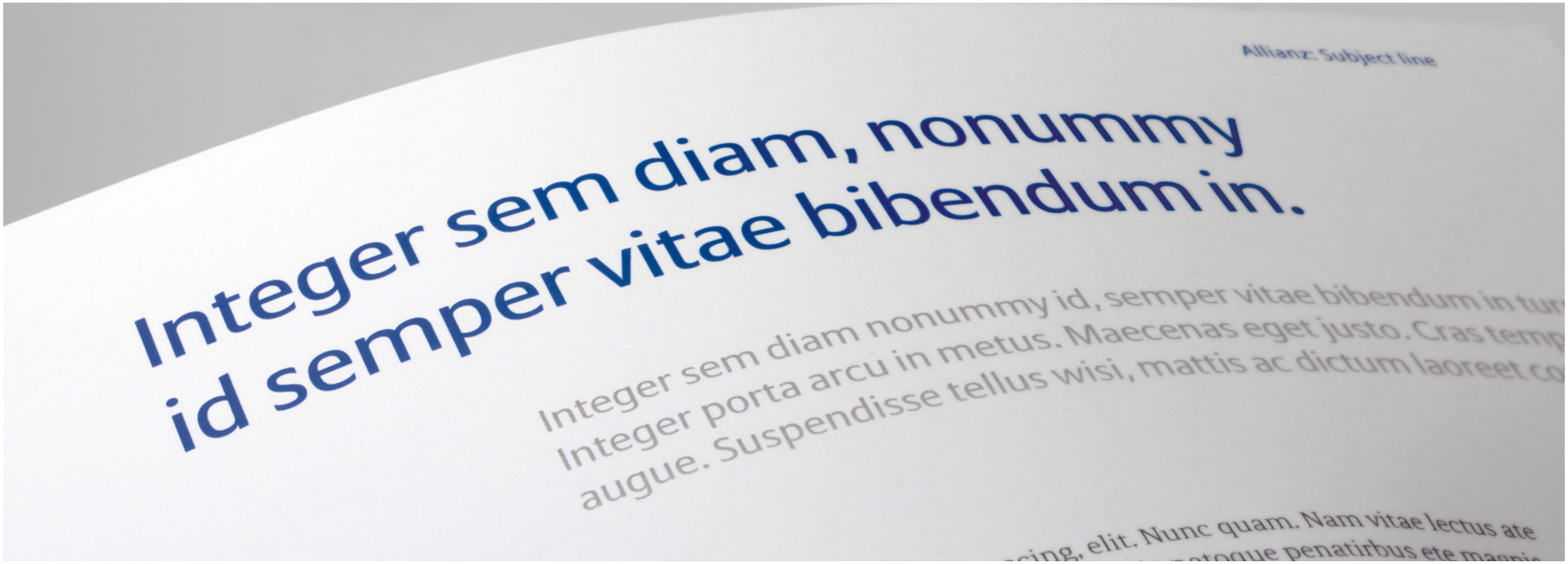


Motif “close up”



The typeface
Our unique signature

The typeface is an essential tool for communicating information. Furthermore, a typeface is a distinctive part of our brand identity. It's important to use the same typeface consistently in all our communication to create a unique look and feel our customers recognize. Think about how important someone's voice is to speech. A typeface gives the text its own personal **voice.**


Allianz: Subject line
Integer sem diam, nonummy
id semper vitae bibendum in.
Integer sem diam nonummy id, semper vitae bibendum in tur
Integer porta arcu in metus. Maecenas eget justo. Cras temp
augue. Suspendisse tellus wisi, mattis ac dictum laoreet co
cing, elit. Nunc quam. Nam vitae lectus ate

The typeface
Our unique signature

Our typeface plays an essential role in our communication.

Allianz Sans Regular for headlines

We use it to clearly express information that the viewer needs to digest quickly. Typefaces provide orientation and divide texts into segments that are **easy to understand.**

Allianz Sans Regular for subheadlines, introductory texts, margin notes
Allianz Sans Bold for highlighting, product name, claim

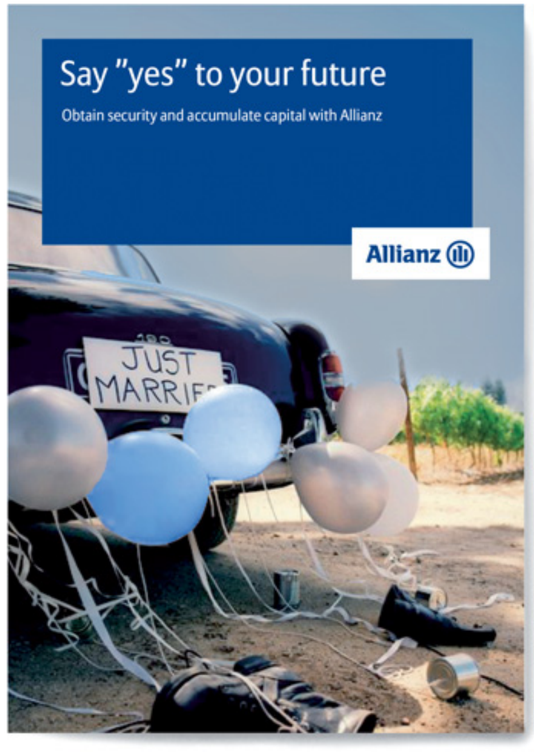
This clearly legible serif typeface is ideal for longer body texts.

Allianz Serif Light for longer body texts, e. g. in brochures

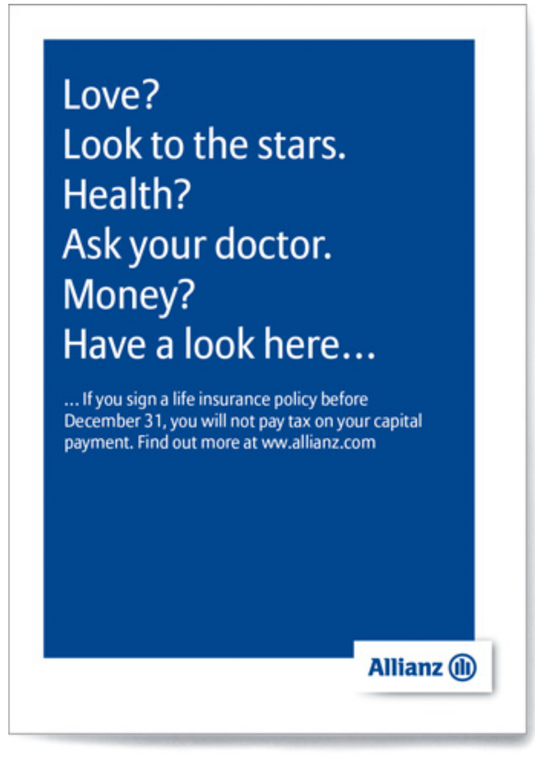
The language style

Putting our personality into words

All of our texts are characterized by a specific tone of voice, which is derived from the Allianz brand personality. This style enables us to create texts that both motivate and inspire the reader. Our language is clear, direct and positive. If visuals are featured within the communication, the text conveys the message of the image in an engaging way.



Example: Visual poster

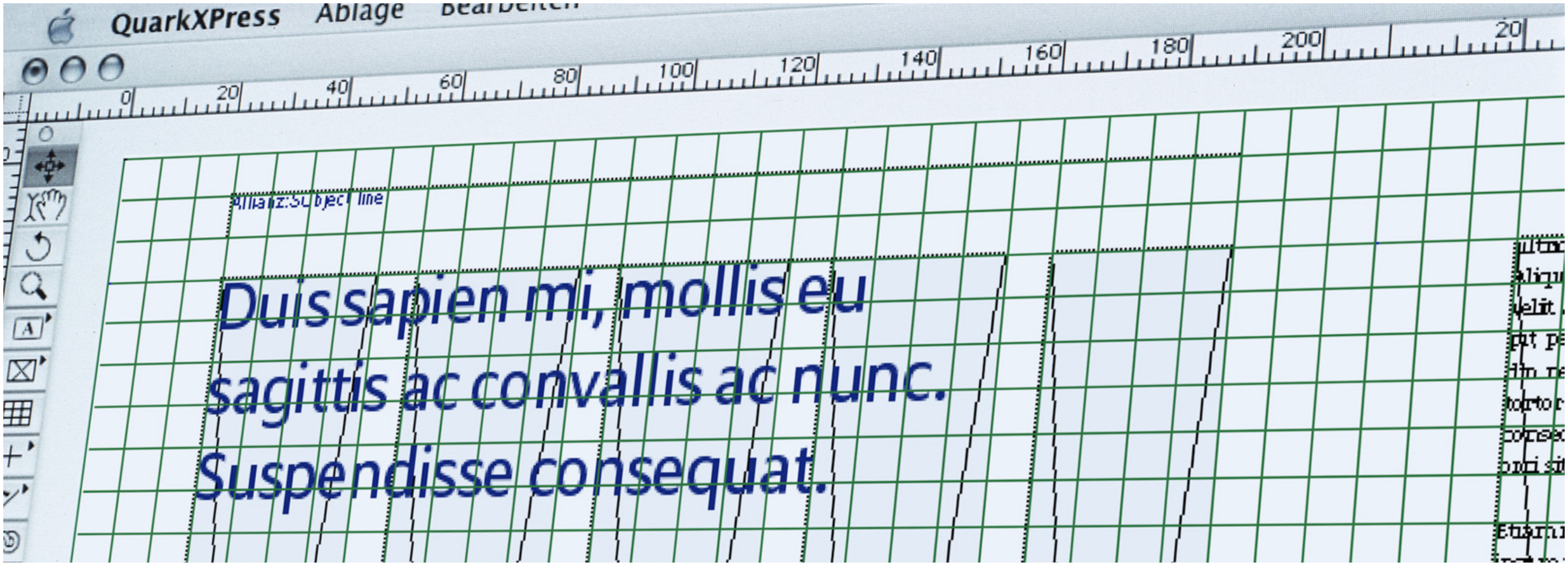

Love?
Look to the stars.
Health?
Ask your doctor.
Money?
Have a look here…
… If you sign a life insurance policy before December 31, you will not pay tax on your capital payment. Find out more at ww.allianz.com
Allianz

Example: Text advertising

The grid

The basis for our design

Design grids are the **foundation** of our brand identity. They are essential for ensuring that all our design applications have a consistent and clearly-organized appearance.

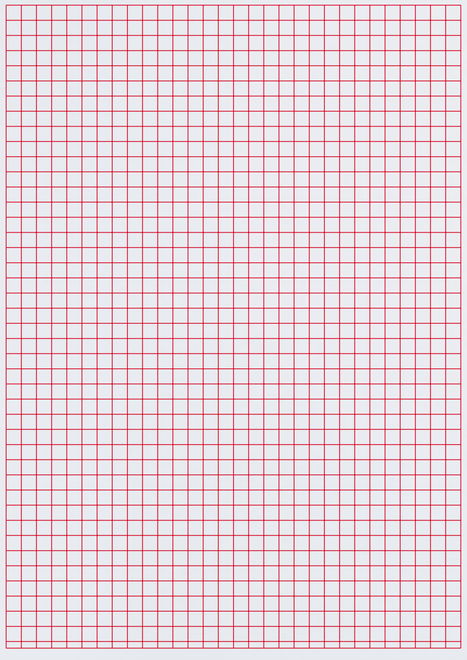


The grid

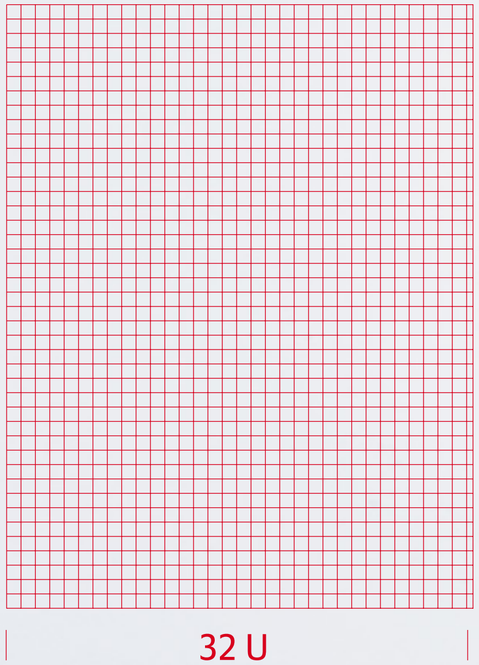
The basis for our design

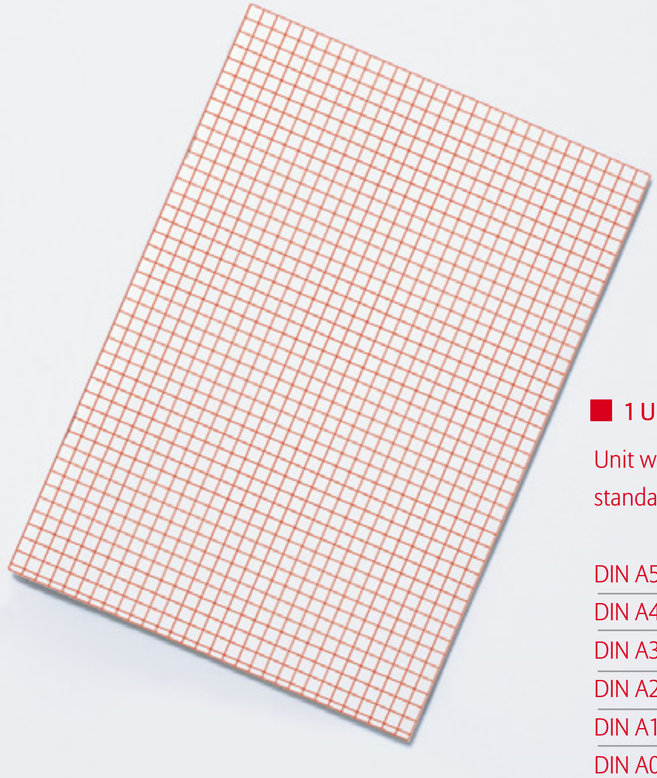
Our design grid consists of **square units.** What makes it unique is the fact that these units do not have fixed sizes. Their sizes change in proportion to the respective format. As a result, the grid will always be 30 x 42 units for all DIN portrait formats.

DIN A



US letter





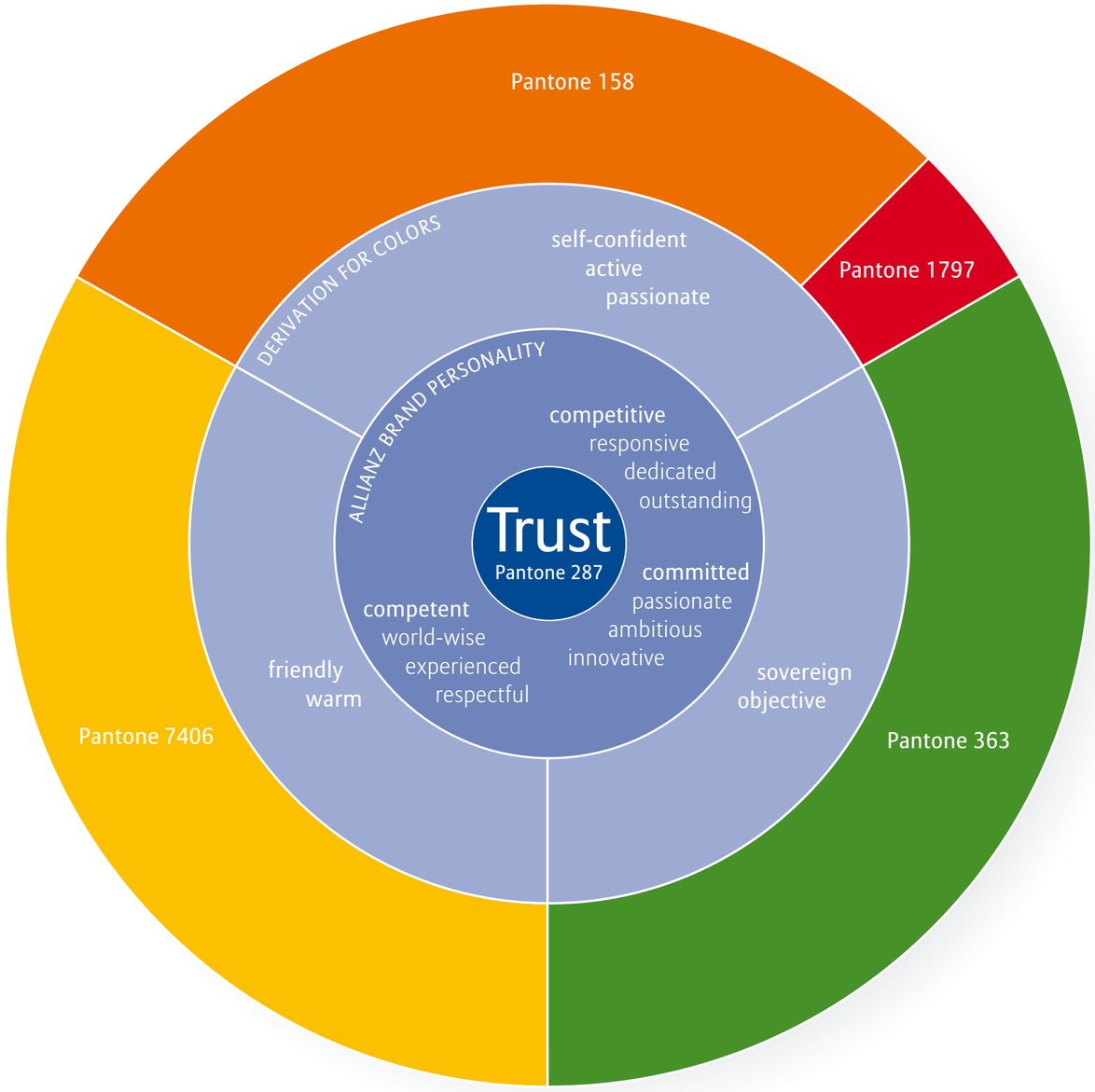
■ 1 U = 7 mm: Example DIN A4

Unit widths for standard formats

DIN A5 / DIN long	5 mm / 0.20 inch
DIN A4	7 mm / 0.28 inch
DIN A3	10 mm / 0.39 inch
DIN A2	14 mm / 0.55 inch
DIN A1	20 mm / 0.79 inch
DIN A0	28 mm / 1.10 inches
US Letter	6.65 mm / 0.26 inch

The colors
A reflection of our personality

Whether in electronic or print media, on signage or in our architecture: **Primary and secondary colors** have been defined for use in all applications. These colors clearly express the idea of trust and are derived from our personality – competitive, committed, competent.



The colors

An essential part of our look

Blue, white and gray are our primary colors. Our **new characteristic blue** is featured in all applications, including our distinctive logo. We have a wide range of secondary colors that may only be used as accent colors in tables and graphics. These secondary colors are different for each target group.

Our **business-to-consumer** communication features full, vivid colors, while more reduced, reserved colors are used in **business-to-business** media. Red is used for both target groups to create eye-catching elements. It is possible to use basically any predefined secondary color as long as it is used **consistently** throughout the media. For example, if green has been selected as an accent color for an informational brochure, no other secondary colors may be used as accents in the same medium.

The colors
Business-to-consumer

Primary colors (including gray) for private and business customers

Corporate Color
Allianz Blue
Pantone 287

Pantone 287
CMYK 100/65/0/15
RGB 17/51/136

Pantone 287
60 %
CMYK 60/35/0/10
RGB 66/107/179

Pantone 287
40 %
CMYK 40/20/0/7
RGB 129/156/204

Pantone 287
20 %
CMYK 20/10/0/5
RGB 149/171/201

Pantone 287
8 %
CMYK 8/4/0/0
RGB 229/236/246

Pantone Cool Gray 10
CMYK 0/0/0/72
RGB 148/148/148

Pantone Cool Gray 10
60 %
CMYK 0/0/0/56
RGB 193/193/193

Pantone Cool Gray 10
40 %
CMYK 0/0/0/38
RGB 215/215/215

Pantone Cool Gray 10
20 %
CMYK 0/0/0/25
RGB 235/235/235

Pantone Cool Gray 10
10 %
CMYK 0/0/0/12
RGB 245/245/245

Red: Usage only for **eye-catching elements**

Pantone 1797
CMYK 10/100/90/0
RGB 198/0/0

Secondary colors for private customers. These colors are best used to achieve the desired impact as described below.

Pantone 158
CMYK 0/65/100/0
RGB 241/112/26

Pantone 158
60 %
CMYK 0/40/60/0
RGB 249/162/102

Pantone 158
30 %
CMYK 0/15/30/0
RGB 254/212/166

Impact:
Orange is engaging, promotional and product-oriented.

Pantone 7406
CMYK 0/25/100/0
RGB 251/188/1

Pantone 7406
60 %
CMYK 0/15/60/0
RGB 255/210/107

Pantone 7406
30 %
CMYK 0/5/30/0
RGB 255/232/166

Impact:
Yellow is likeable, cooperative and communicative.

Pantone 363
CMYK 80/20/100/0
RGB 33/111/44

Pantone 363
60 %
CMYK 48/12/60/0
RGB 128/179/135

Pantone 363
30 %
CMYK 24/6/30/0
RGB 196/214/187

Impact:
Green is knowledge-able, informative and competent.

The colors
Business-to-business

Primary colors (including gray) for private and business customers

Corporate Color
Allianz Blue
Pantone 287

Pantone 287
CMYK 100/65/0/15
RGB 17/51/136

Pantone 287
60 %
CMYK 60/35/0/10
RGB 66/107/179

Pantone 287
40 %
CMYK 40/20/0/7
RGB 129/156/204

Pantone 287
20 %
CMYK 20/10/0/5
RGB 149/171/201

Pantone 287
8 %
CMYK 8/4/0/0
RGB 229/236/246

Pantone Cool Gray 10
CMYK 0/0/0/72
RGB 148/148/148

Pantone Cool Gray 10
60 %
CMYK 0/0/0/56
RGB 193/193/193

Pantone Cool Gray 10
40 %
CMYK 0/0/0/38
RGB 215/215/215

Pantone Cool Gray 10
20 %
CMYK 0/0/0/25
RGB 235/235/235

Pantone Cool Gray 10
10 %
CMYK 0/0/0/12
RGB 245/245/245

Red: Usage only for **eye-catching elements**

Pantone 1797
CMYK 10/100/90/0
RGB 198/0/0

Secondary colors for business customers

Pantone 154
CMYK 25/75/100/0
RGB 177/73/17

Pantone 154
60 %
CMYK 20/45/60/0
RGB 205/141/107

Pantone 154
30 %
CMYK 10/20/25/0
RGB 237/212/191

Pantone 1255
CMYK 30/50/100/0
RGB 182/130/54

Pantone 1255
60 %
CMYK 18/30/60/0
RGB 204/165/110

Pantone 1255
30 %
CMYK 9/15/30/0
RGB 235/213/181

Pantone 5743
CMYK 80/60/100/0
RGB 63/84/41

Pantone 5743
60 %
CMYK 50/30/60/0
RGB 136/159/113

Pantone 5743
30 %
CMYK 25/10/25/0
RGB 199/216/181

Diagrams and tables
Basic version

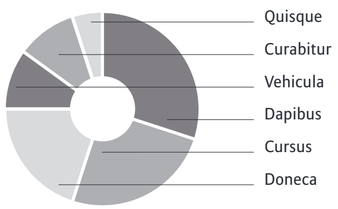
All of our diagrams and tables are two-dimensional. Our simplest graphics feature defined shades of the primary colors blue and gray. There are three different options: Blue graphics, gray graphics and gray graphics with blue accents. The different shades of color should run from dark to light in each diagram. Our corporate color blue can be used to emphasize special information or important figures.

Tables

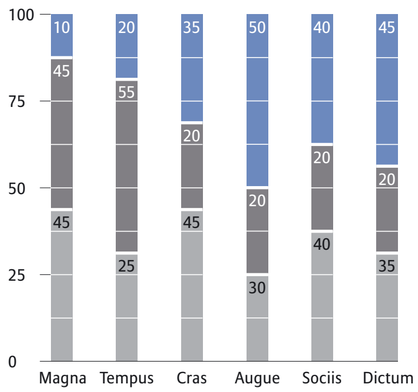
Lorem ipsum	Fusce pede
Lorem ipsum dolor sit amet	Curabitur
Class aptent taciti sociosque	pretium
Integer sem diam nonummy id semper vitae	elit
Nullam et enim	ac sodales

Lorem ipsum	Fusce pede
Lorem ipsum dolor sit amet	Curabitur
Class aptent taciti sociosque	pretium
Integer sem diam nonummy id semper vitae	elit
Nullam et enim	ac sodales

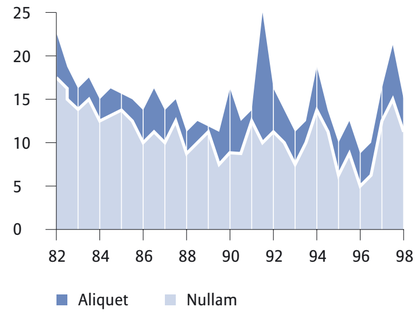
Pie chart



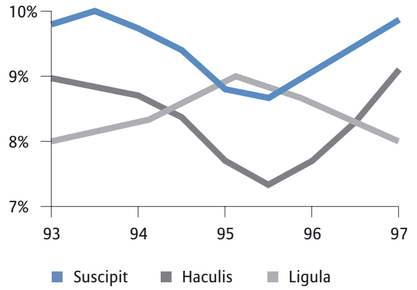
Bar diagram (vertical)



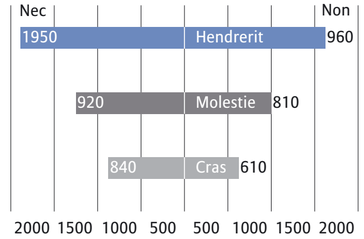
Area diagram



Line diagram



Bar diagram (horizontal)



Diagrams and tables
Accent color

Secondary colors can be used in diagrams and tables to identify specific information or call attention to key figures. Only one secondary color may be used in each medium. The different shades of color should run from dark to light in each diagram. The defined tones of an accent color are used to highlight important information.

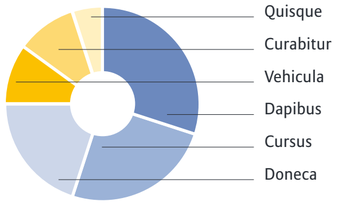
Business-to-business tables

Lorem ipsum	Fusce pede
Lorem ipsum dolor sit amet	Curabitur
Class aptent taciti sociosque	pretium
Integer sem diam nonummy id semper vitae	elit
Nullam et enim	ac sodales

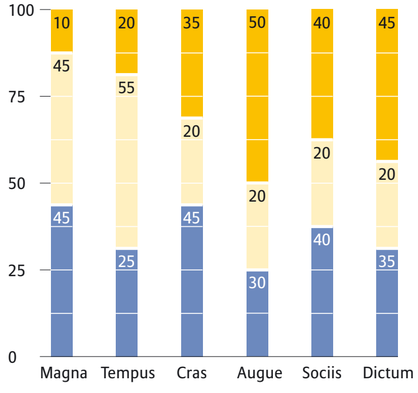
Business-to-consumer tables

Lorem ipsum	Fusce pede
Lorem ipsum dolor sit amet	Curabitur
Class aptent taciti sociosque	pretium
Integer sem diam nonummy id semper vitae	elit
Nullam et enim	ac sodales

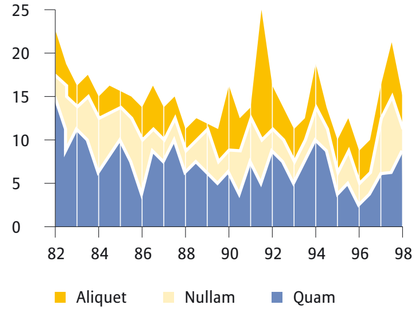
Pie chart



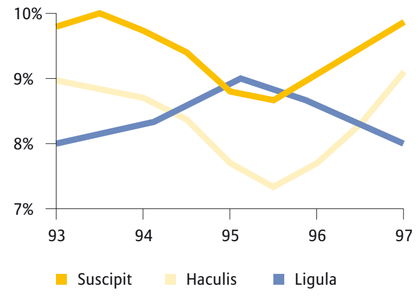
Bar diagram (vertical)



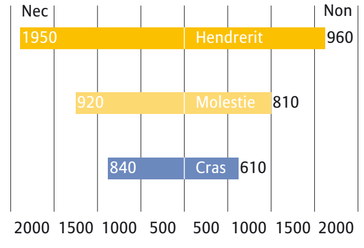
Area diagram



Line diagram



Bar diagram (horizontal)



3 The applications

3.1 Examples

Our brand's world

How our customers experience the brand

Our customers can encounter the brand every day in countless situations. A **consistent visual identity** in all our media ensures that our brand is always perceived in the same way.

Whether on our posters or signage, at the point of sale, in advertisements or sponsoring, or on our website – every application brings our brand to **life.**

Think big
Around town …

People can find Allianz all over the globe. No matter where they look – our distinctive style is impossible to miss.

Outdoor signage

Poster (large format)

Poster (special format)

Video wall

Meeting our clients
At home and at work ...

Wherever our customers might be, we are there. Up close and personal – our familiar look and feel helps give our customers orientation.

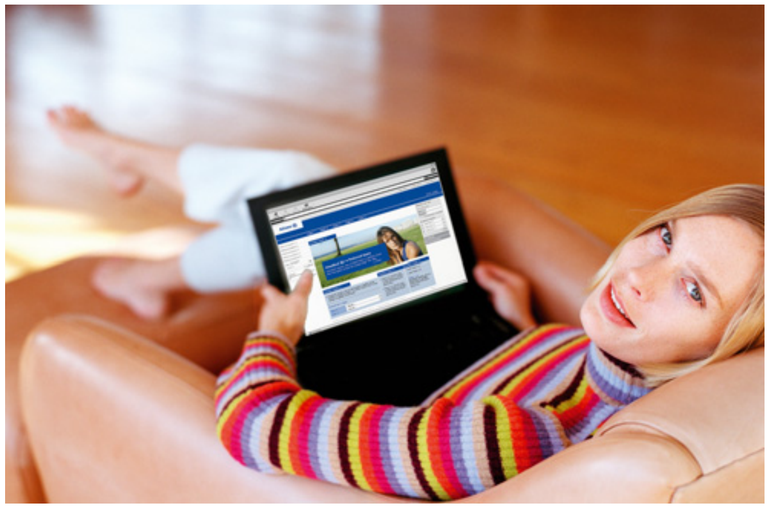
Advertising

Mailing

Stationery

TV advertisement

Internet



Point of sale

Passion meets performance
During free time ...

We share our customers' passion for sports. Our competitive spirit comes through in our extensive sports sponsorship activities.

Formula 1 sponsoring, cooperation with BMW Williams Team

Soccer stadium Allianz Arena, Munich, Germany

4 Appendix

4.1 Contact

Any questions?
Contact

Do you need access to the **Allianz Corporate Design Management Platform CDMP**? Or do you have specific questions relating to our design?

We are always happy to help. Please contact Allianz Group Marketing.

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Königinstraße 28
D-80802 Munich

cdmp@allianz.com

www.cdmp.allianz.com